RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

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June 3, 1998

E-Mail
S. Schwalm

Quick-Chek / CID #0919-00-00

Dear Sharon:

N. Kuruc telephoned this A.M. to advise that the July Winston $1.00 Off 2-Pack Promotion #800750 did not show the proper number of stores / displays for Nick's Quick-Chek chain. He advised that the number of displays for Full Price should be @ 3 per store (99 stores), and Savings should be @ 1 per store. However, McLane NE Template for this promotion shows 94 stores / 126 displays.

I told Nick that I would review our McLane NE Template to determine if any adjustments could be made to allow for inclusion of this shortage. However, in reviewing our Template, it appears that our Region chains are receiving only 1 Display per store for the most part. Please let me know if you feel any adjustments can be made - or if you know of any chain refusals for this promotion. Possible providing 2 Displays per store @ 99 stores (this would be an additional 72 displays)?

If not, the only other alternative would be for Nick to check with Regions 1210 or 1310 for extra product / displays to be shipped to McLane NE to cover this shortage.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
L. E. MacWilliams
N. Kuruc

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